

Message Text

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70

ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 /016 W
----- 116758

R 181506Z JUL 75

FM AMEMBASSY MOSCOW

TO SECSTATE WASHDC 2384

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USIA WASHDC

C O N F I D E N T I A L MOSCOW 10083

E.O. 11652: GDS

TAGS: SCUL, UR

SUBJECT: EXCHANGES: CULTURAL PRESENTATIONS: AMERICAN PAGES FOR 1976

REF: (A) MOSCOW 2884; (B) MOSCOW 5801, (C) MOSCOW 8195
(D) STATE 052487

STATE FOR CU/ARTS, CU/EE, EUR/SOV; LENINGRAD FOR P&C;
USIA FOR IEU

1. GOSKONTSERT, NOW PREPARING 1976 BUDGET, HAS REQUESTED GENERAL INFORMATION ABOUT THE SIZE OF THE GROUPS WE INTEND TO BRING AND THE TYPES OF HALLS IN WHICH THEY MIGHT PLAY. TO EMBOFF'S PRESENTATION GENERAL OUTLINE OUR 1976 PLANS, GOSKONTSERT OFFICIAL RESPONDED THAT THIS WOULD BE QUOTE IMPOSSIBLE UNQUOTE. OFFICIAL CLAIMED THAT ONLY C&W GROUP "PROFITABLE" AND C&W WOULD IN NO WAY COVER THEATRE COMPANY, CONCERT ORCHESTRA AND ACADEMIC GROUP LOSSES. EMBOFF POINTED TO GOSKONTSERT'S PREVIOUS STRESS ON WELL-KNOWN CONCERT ORCHESTRA AS THE MAJOR ATTRACTION COMMEMORATING BI-CENTENNIAL (SEE REFTEL A). GOSKONTSERT OFFICIAL REPLIED THAT SOVIET SYMPHOIC HALLS ACCOMMODATE 2,000 SEATS AT MOST AND THREE-WEEK TOUR WITH 15 CONCERTS WOULD ATTRACT ONLY 30,000 PEOPLE. REFERRING TO RECENT SUCCESS OF NEW YORK JAZZ REPERTORY COMPANY, WHICH PLAYED IN STADIUMS TO AUDIENCES UP TO 10,000, GOSKONTSERT OFFICIAL SUGGESTED WE SEND GROUPS WHICH WOULD ATTRACT LARGE AUDIENCES. GOSKONTSERT OFFICIAL CONTINUED BY
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ASKING STATUS OF DISNEY ON PARADE (SEE REFTELS B AND D)

WITH COMMENT THAT THIS WOULD BE AN EXCELLENT ATTRACTION. EMBOFF SUGGESTED GOSKONTSERT CONTACT DOP DIRECTLY AS WE ARE NOT PLANNING TO NOMINATE IT.

COMMENT: THOUGH TALKS CARRIED OUT IN OPEN AND FRIENDLY ATMOSPHERE, IT IS APPARENT THAT PROFITS ARE PRIMARY GOSKONTSERT CONCERN. AS DETENTE MAKING POSSIBLE US PAGES FOR THE MASSES, GOSKONTSERT HOPES TO REALIZE LARGE PROFITS. AT LEAST GOSKONTSERT FEELS, ALL 1976 US ATTRACTIONS TAKEN TOGETHER SHOULD GENERATE ENOUGH MONEY TO MEET EXPENSES. IT IS APPARENT THAT GOSKONTSERT WILL PLACE STRONG PRESSURE ON US WHEN WE PRESENT PAGES FOR 1976 TO AMEND OUR NOMINATIONS TO FIT THEIR PROFIT PLAN. EMB PLANS TO SUGGEST THAT GOSKONTSERT MAY INVITE AS MANY AMERICANS AS IT WISHES OUTSIDE THE AGREEMENT TO BALANCE ITS BUDGET, BUT THAT GOSKONTSERT OBLIGATED TO CONSIDER SERIOUSLY THOSE GROUPS WE NOMINATE WITHIN THE AGREEMENT. (INCIDENTALLY, SUBSEQUENT RESEARCH HAS SHOWN THAT KREMLIN PALACE OF CONGRESSES SEATS 5,803 AND HAS BEEN USED FOR SYMPHONY.)

2. GOSKONTSERT OFFICIAL REVEALED THAT SUPAGIN (SEE REFTTEL C) WILL BE OFFICIALLY NAMED TO DIRECTOR POST NEXT WEEK. STOESSEL

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